

NEEDS ASSESSMENT

MIDTOWN CULTURAL DISTRICT

Visual Arts
Organizations

SURVEY RESULTS

September 1989

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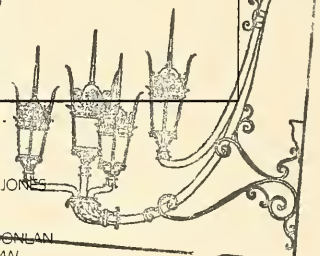


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EXECUTIVE SUMMARY

RESEARCH

This report reflects the concerns and needs of visual arts organizations regarding the Midtown Cultural District. In December 1988 surveys mailed to 90 visual arts organizations in and around Boston resulted in a 23.33% response rate from 21 organizations.

CONCERNS AND NEEDS OF VISUAL ARTS ORGANIZATIONS

Visual arts organizations list the inclusion of artists in the design and architectural development of the District, space for performance artists, the presence of non-profit galleries, architectural ornamentation (murals, doors, ticket booths, etc.) and temporary and/or revolving public art installations as the five most desirable attributes of the Midtown Cultural District.

The artistic integrity and quality of work in the District is also of prime concern.

All respondents expressed an interest in using gallery or performance/ screening space on a permanent or temporary basis.

Outdoor or public areas in the District would be used by 80% of arts organizations responding (or 19.5% of all Boston visual arts organizations) on a permanent or temporary basis.

Thirteen organizations reported that they would consider relocating to the Midtown Cultural District, requiring a total of 221,674 square feet of space on a full-time basis. Of all respondents, 38% reported an interest in using space or facilities on a less-than-full-time basis.

Gallery space needed represents between one third and one half of total space required. Galleries should have high ceilings, flexible track lighting, uniform flooring, uninterrupted walls, and be accessible to and support heavy equipment. Visual arts organizations are most interested in pooling security and advertising and marketing services.

Survey data suggest that non-profit galleries can only afford between \$1.50 and \$2.00 per square foot per year for a long-term lease and \$24.00 per square foot to purchase. The per square foot average for all organizations is \$6.23 per year for long-term lease, \$3.00 for temporary use, and \$53.75 to purchase.

THE IMPACT OF VISUAL ARTS ORGANIZATIONS

All organizations interested in relocating to the District are at present operating in Boston. They serve or present a large group of artists, approximately 3,000 per year, most of whom are from the greater Boston area and New England. Organizations surveyed reach at least 120,000 visitors or clients a year.

On the whole, these are stable, long-lived, financially sound, and professionally staffed non-profit organizations.

INTRODUCTION & METHODOLOGY

The following report summarizes the aspirations of Boston's visual arts organizations for the Midtown Cultural District, their space needs, and the audiences and resources they might bring to the District. Out of 21 organizations which answered the survey, 9 stated a willingness to consider relocating to the District and 4 more might consider relocation dependent of the affordability and availability of space, or the renegotiation of existing institutional relationships. The opinions and needs of these 13 groups are studied and contrasted with those of visual arts organizations as a whole throughout the report.

During the fall of 1988, the Visual Arts Committee of the Midtown Cultural District, (chaired first by Napoleon Jones-Henderson and then by Lloyd Held) met several times to draft a survey questionnaire to test the space needs and opinions of local visual arts organizations regarding the Midtown Cultural District. The Committee also formulated a list of organizations in and around Boston which would receive the questionnaire. The survey, contracted by the Boston Redevelopment Authority, was approved by the City Office of Arts and Humanities and the Visual Arts Committee of the Midtown Cultural District Task Force. Catherine Hammond, from The Institute of Contemporary Art, conducted the survey and produced this report.

In December 1988, questionnaires were mailed to 90 organizations (see Appendix C for list). In January, in order to collect the widest number of responses and give each organization an opportunity to contribute to this research, follow-up phone calls were made to every organization which had not yet responded. By February 1, twenty-one (21) organizations responded, representing a 23.33% return.

In February and March of 1989, the Policy Development and Research Division of the Boston Redevelopment Authority provided assistance in designing systems to compute and analyze the collected data. Institute of Contemporary Art staff then collated and analyzed the data, and prepared the following report.

DESIRED CHARACTERISTICS OF THE MIDTOWN CULTURAL DISTRICT

Visual arts organizations ranked a list of possible attributes or activities in the Midtown Cultural District with most desirable characteristics listed first (see next page):

Most Desired Characteristics of The Midtown Cultural District		
	1 = Very Important RELOCATING ORGANIZATIONS Average	5 = Not Important ALL ORGANIZATIONS Average
Artists included in design/architectural development	1.25 (20)	1.45 (11)
Spaces for performance artists	1.29 (21)	1.36 (11)
Non-profit galleries	1.30 (20)	1.45 (11)
Architectural ornamentation (murals, doors, etc.)	1.45 (20)	1.35 (11)
Temporary and/or revolving public art installations	1.50 (20)	1.73 (11)
Multicultural programming	1.55 (21)	1.82 (11)
Outreach to neighborhoods, and to minority and ethnic communities	1.57 (21)	1.73 (11)
Presence of smaller, community-based institutions	1.57 (21)	2.00 (11)
Juried temporary exhibits	1.65 (20)	1.73 (11)
Street furnishings as art (street lamps, sidewalks, benches, etc.)	1.67 (21)	1.55 (11)
Presence of "major", large visual arts institutions	1.71 (21)	1.91 (11)
Commercial galleries	1.71 (20)	1.73 (11)
Permanent public art installations	1.76 (21)	1.82 (11)
Public arts education activities	1.90 (21)	2.09 (11)
Juried arts festivals	2.15 (20)	2.09 (10)
Juried display windows in theater lobbies, long sidewalks	2.71 (21)	2.36 (11)
Non-juried temporary exhibits	2.80 (20)	2.82 (11)
Rentable display windows for art	3.26 (19)	3.00 (11)
Non-juried display windows	3.43 (21)	3.27 (11)
Sidewalk exhibits/sales	3.50 (20)	3.55 (11)
Non-juried arts festivals	3.58 (19)	3.80 (11)

Source: Midtown Cultural District Arts Organization Survey, January 1989. All findings in this report are based on this survey. Numbers in parenthesis represent the number of organizations which answered a particular question (sample size). Not all respondents answered all survey questions.

In addition to those activities listed above, write-in suggestions included: good restaurants; a Boston Art Information Center; and a minimal level of jurying to separate the professional from the non-professional artist. See Appendix A for written comments and concerns collected in the survey.

VISUAL ARTS ORGANIZATIONS' USE OF MIDTOWN CULTURAL DISTRICT

As a Permanent Home for Visual Arts Organizations:

Of 18 organizations responding:

- 9 would definitely consider relocation;
- 4 would consider relocation if space were affordable, satellite spaces were available, or existing relationships could be changed; and
- 5 would not relocate.

Taking both respondents and nonrespondents into account, of 90 visual arts organizations surveyed in and around Boston, approximately 14% indicate a strong interest in relocating.

To Provide Temporary Showcases for Boston Visual Arts Programming:

Seven out of 21 respondents reported an interest in using space or facilities on a less-than-full-time basis:

- 2 organizations would use space weekly;
- None reported wanting to use space monthly;
- 4 would use space several times a year;
- 1 would use temporary space rarely.

Types of Space Required

All (100%) respondents expressed an interest in using **gallery** or performance/screening space on a permanent or temporary basis. All organizations interested in relocating would use gallery space.

Thirteen out of 16 organizations (81%) would use **outdoor or public areas** in the District on a permanent or temporary basis for:

- performances or concerts (37%),
- installations (25%),
- permanent and temporary public art (18.75%)
- exhibitions (12.5%),
- openings (6.25%), and
- special festivals (6.25%).

Of the 13 organizations interested in relocating, 8 would use outdoor or public areas.

More than half (55%) would use **office space** on a permanent or temporary basis. Of 13 organizations interested in relocating, 11 require office space.

SPACE MIX REQUIRED By RELOCATING INSTITUTIONS

The chart on the following page outlines the types of spaces needed by organizations interested in relocating. The proportion of gallery space to total square feet ranges from 8.6% for an art school to between 31.8% and 100% for galleries. In general, the ratio of gallery space to support space ranges from 2:1 to 3:1. See Appendix B for a more detailed breakdown of individual organizations' space needs.

While most respondents offer programs involving more than one medium and do performance activities, with a few key exceptions (3 organizations: 2 galleries and a museum), they do not require their own, separate performance space for full-time

Institutions That Responded "Yes" to Considering Relocation

Type of Institution	Total # Ft.	Gallery # Ft.	% Gallery to Total	Office # Ft.	Perform- ance # Ft.	Other # Ft.
Gallery/Performance Group A	5,750	2,500	43.5%	500	2,500	250
Gallery B	4,000	2,100	52.5%	500		1,400
Gallery C	4,000	4,000	100.0%			
Gallery D-Commercial	1,450	900	62.0%	300		250
Gallery E	6,700	3,000	44.8%	600		3,100
Gallery F-Commercial	4,000	2,000	50.0%	1,000		1,000
Art School	58,500	5,000	8.6%	8,500		45,000
Artists Group A	5,750	2,200	38.3%	1,200		2,350
Museum	110,000	35,000	31.8%	18,000	11,500	45,500
SUBTOTAL	200,150	56,700		30,600	14,000	98,850

Institutions That Responded "Maybe" to Considering Relocation

Type of Institution	Total # Ft.	Gallery # Ft.	% Gallery to Total # Ft.	Office # Ft.	Perform ance # Ft.	Other # Ft.
Gallery/Performance Group G	2,374	480	20.2%	300	500	1,094
Gallery H	10,350	6,000	58.0%	1,850		2,500
Gallery I	2,000	2,000	100.0%			
Artists Group B	6,800	4,000	58.9%	1,000		1,800
SUBTOTAL	21,524	12,480		3,150	500	5,394

TOTAL: 221,674 sq.ft.

IDEAL SPACE FOR TEMPORARY & PERMANENT USE

Ceilings

Ceilings should be higher than average (at least 12 feet) in gallery spaces, and capable of supporting art suspended from them.

	Average for All Respondents	Average for Relocating Organizations	Range for Relocating Organizations
Required Ceiling Height	13.83 ft. (12)	14.00 ft (9)	12 to 16 Feet
Organizations Requiring Hanging Systems from Ceiling	81.8 % (11)	77.0% (9)	

Walls

Walls should be white, made of sheet rock (on studs or over plywood), uninterrupted by windows, doors and systems, and sound-proofed when needed.

Hanging systems

All respondents (100%) requested nails being allowed in walls. Fewer respondents (54%) requested railing or molding hanging systems.

Lighting

Track lighting was requested by 75% of all respondents. Other requests included natural light (8.3%), flood lights (8.3%), tungsten lighting (8.3%), stage lights with dimmers (8.3%). Florescent lighting should be avoided.

Floors

Hardwood flooring was the predominant request (73%). Smooth carpet or concrete flooring was requested by 18% of respondents. Flooring should be uniform and unobtrusive in order not to distract from gallery walls. Larger spaces should have sprung floors to prevent visitor fatigue and allow for more flexible usage (i.e. performance, dance, etc).

Weight-bearing requirements were mentioned by only three (3) organizations, averaging 293.33 lbs. per square foot, with a range of 100 to 500 lbs. per square foot.

Access and Equipment

More than half (52%) of all respondents requested a freight elevator, ranging from 96 to 300 square feet (average 189.2 sq. ft for relocating organizations).

More than half (57%) of all respondents said they would be moving heavy equipment in and out.

Audio/visual equipment requested included:

- slide projectors (4 organizations)
- video projectors (4 organizations)
- video production equipment (2 organizations)
- sound or public announcement systems (2 organizations)

AFFORDABILITY

For the most part, arts organizations can afford only below-average real estate costs.

Affordable Prices for All Responding Organizations			
Type of Space	All Organizations	Average for Sample size	Range
Long-term Lease	\$6.23	(13)	\$0.50-\$25.00
Temporary Use	\$3.00	(5)	\$0.23-\$10.00
Purchase	\$53.75	(8)	\$7.00-\$191.00

Non-profit galleries can afford less than larger non-profit organizations and commercial galleries. The chart below compares average price ranges for non-profit galleries with other surveyed arts organizations (note: insufficient data on temporary rates was available for comparison purposes). See Appendix B for more detailed information for each organization interested in relocating.

Affordable Prices for Non-Profit Galleries & Other Organizations				
Type of Space	Average for Non-Profit Galleries	Range	Average for Other Organizations	Range
Long-term Lease	\$1.71 /sq. ft.	\$0.50-\$3.50	\$8.58 /sq. ft.	\$3.00-\$8.50
Purchase	\$24.00 /sq.ft.	\$10-\$50	\$24.00 /sq.ft.	\$0-\$191

Note: While survey questions regarding affordability were carefully phrased to capture comparable information, answers did not always conform to sample norms. In cases where confusion arose, written answers were adjusted following phone conversations with respondents. At best, however, the above data offer only rough estimations.

SUPPORT SERVICES DESIRED

If a pool of services or equipment were made available by the Cultural District Trust, the most desirable services are security, advertising and promotion, and a maintenance crew. Visual arts organizations are not willing to pay for a pooled box office service.

Service	Average for All Respondents	Average for Relocating Organizations	Would Pay Fee:	
			Yes	No
Security	1.83 (12)	1.78 (9)	90.9%	9.9%
Advertising and promotion	2.29 (14)	2.40 (10)	100.0%	0.0%
Maintenance crew	2.92 (12)	3.11 (9)	63.6%	36.3%
Basic lighting, sound equipment	3.08 (12)	3.89 (9)	54.5%	45.5%
Basic installation/house crew	3.42 (12)	3.67 (9)	55.0%	45.0%
Accounting/legal services	3.83 (12)	3.44 (9)	50.0%	50.0%
Secretarial/answering service	4.08 (13)	4.11 (9)	50.0%	50.0%
Box office	4.33 (12)	4.33 (9)	27.3%	72.7%

1 = Highly Desirable 5 = Not Important

DESCRIPTION OF VISUAL ARTS ORGANIZATIONS RESPONDING TO SURVEY

Non-profit status

Of the total 21 organizations responding, 16 (76%) are non-profit organizations. Of those organizations interested in relocating to the Midtown Cultural District, 84.6% are non-profit organizations.

Types of activity

Exhibitions and gallery activities were reported as a primary activity by 66.6% of all respondents; 62% listed education as a primary activity. Film, video or performance were listed as a primary or secondary activity by 47.8% of the organizations, while service, studio activities, and other related activities were reported by less than 25% of organizations.

On the whole, organizations represent multiple disciplines: 44% present more than one discipline. And 44% present primarily the visual arts (painting, sculpture, graphics, experimental). Only one organization reported media arts as its primary discipline, and one organization reported performance art as its primary discipline.

Locations

Ninety percent of the organizations responding are located in Boston. All organizations interested in relocating are presently operating in Boston. While none of those from outside Boston expressed an interest in relocating, they are interested in satellite galleries that could be used on a temporary basis.

Locations of Responding Organizations	
Neighborhood	Number of Organizations
South End/Kingston Street	4
Kenmore Square	3
South Station/South Street/Leather District	3
Back Bay	2
Fort Point	2
Dorchester	1
Downtown Crossing	1
Roxbury	1
Framingham	1
Medford	1

Artists Served

Boston's visual arts organizations represent or serve a large community of artists. Given the ranges reported, the median number of artists served for all organizations reporting is 3,104. The median for those organizations interested in relocating is 2,944. Therefore, those organizations interested in relocating serve the most of artists.

Most of these artists are from the Boston area.

Number of Artists Served or Represented Annually			
Location	Average for All Organizations	Average for Relocating Organizations	Range
From Boston Proper	152.66 (9)	170.75 (8)	1-999
From the Greater Boston Area	133.9 (10)	156.13 (8)	5-999
From Massachusetts (outside Boston)	40.28 (5)	45.83 (6)	2-250
From New England (excluding Mass.)	18.43 (7)	18.43 (7)	3-100
From outside New England	11.25 (8)	13.42 (7)	1-30

Ethnic & Minority Communities Served

Reporting here was very scant: only 1 organization reported serving the Asian community, 3 organizations serve the Black community, and 2 organizations serve the Hispanic communities.

Longevity

On average, visual arts organizations serving Boston are mature and stable. Their average number of years in existence is 18.76 years, with a range of 6 to 76 years (sample size = 17). Organizations interested in relocating are, on average, slightly older: 22.82 years old on average.

Despite their longevity, this community has moved frequently. The average number of years at current addresses for all respondents is 7.76 years (sample size = 17). Organizations interested in relocating have occupied their current space for an average of 7.72 years.

Zoning

Occupied space and uses comply with local zoning ordinances for at least 90% of the responding organizations.

Staff Size

For the most part, visual arts organizations are professionally staffed with full-time and part-time paid staff. They also rely heavily on part-time volunteer staff.

Organizations interested in relocating have, on average, slightly larger staffs than the general group. However, non-profit galleries have slightly smaller staffs than average.

Number of Staff in Each Organization				
	Average for All Organizations	Average for Relocating	Average For Non-Profit Galleries	Range
Full-time paid staff	5.9	6.2	5.8	1-22
Part-time paid staff	10.5	12.0	4.0	1-76
Full-time volunteer staff	2.6	2.6	3.0	1-3
Part-time volunteer staff	12.1	12.5	11.6	1-20

Operating Budgets and Expenses

Conclusions from the data collected should be tempered, since less than half of respondents included financial information.

Organizations surveyed range from very small (annual operating budget of \$5,000) to very large (\$2,000,000), with an average of \$434,130 (sample size = 13).

Monthly Expenses					
	Average for All Orgs.		Range	Average for Non-profit Galleries	
Rent/mortgage payments	\$3,040	(9)	\$0-\$16,476	\$1,771	(7)
Insurance	\$424	(9)	\$10-\$1,600	\$342	(5)
Utilities	\$583	(9)	\$10-\$2,500	\$285	(7)
Maintenance	\$631	(6)	\$0-\$2750	\$270	(5)

Assets and Liabilities

Organizations responding appear, for the most part, to have healthy balance sheets. However, as note above, reporting here is sporadic, and conclusions from the data available may not adequately represent the population.

Those organizations which responded to this question report an average \$903,605 in assets (sample size = 8), ranging from \$1,600 to \$3,846,897. Liabilities reported average \$626, 264 (sample size = 7), ranging from \$2787 to \$3,846,897.

AUDIENCES AND ACTIVITIES

Only 58% of all respondents provided information on total audiences. At a future date, it is recommended that more thorough information on actual audience counts be collected and analyzed for those organizations interested in relocation, in order to provide a more accurate assessment of the impact of day-time and evening traffic on the District, as well as the economic impact.

Despite scarce data, it is obvious that these organizations attract sizeable audiences. Two organizations report more than 25,000 or more per year in attendance, and both have expressed an interest in relocating. The majority of organizations, however, report substantially smaller audiences:

Total Annual Audience	Number of Organizations
500 to 999	3
1,000 to 1,999	1
2,000 to 3,999	2
3,500 to 4,999	2
5,000 to 9,999	3
10,000 to 24,999	0
25,000+	2

Three organizations out of all respondents (14.3%) reported that audience was *not* applicable to their operations. Of these, two expressed interest in relocating.

Exhibits

As expected, most organizations present numerous exhibits throughout the year: 50% present 11 or more exhibits annually.

Total Annual Exhibitions	Number of Organizations (entire sample)	Number of Organizations (relocating sample)
1 to 5 exhibits	7	4
6 to 10 exhibits	2	2
11 to 15 exhibits	6	4
16 to 20 exhibits	2	1
21 or more exhibits	1	1

The average attendance for all organizations at one exhibit is 1,013.64 (sample size = 12), with attendance ranging from 100 to 7,500. The average attendance of those organizations interested in relocating is 1,094.44 (sample size = 9), with attendance ranging from 150 to 6,000.

Screenings or Performances

Eleven organizations (52.2%) present screenings or performances, with most of this group (70%) providing between 1 and 5 screenings or performances a year. Four of these presenting organizations have expressed an interest in relocating. Two of these 4 organizations provide 21 or more screenings or performances per year. The average attendance at one screening or performance for *all* organizations is 77.5 people, with a range of 20-200. The average attendance for organizations interested in relocating is 105 people, with a range of 45-200.

Gallery Talks or Lectures

73% of all respondents report providing gallery talks or lectures during the year with most (71%) offering between 1 and 5 activities and 21% offering between 6 and 10 activities. The average attendance for one talk or lecture for all organizations is 82.14 people (sample size = 7), with a range of 20-200. The average attendance for organizations interested in relocating is 74.17 people (sample size = 6), with a range of 20-200.

Workshops and Courses

Eleven organizations (52%) report providing workshops or courses. Four of these (36%) provide 21 or more activities, while 54.5% present only 1 to 5 activities. The average attendance for one workshop for all organizations is 31.43 people (sample size = 7), with a range of 15 to 100. The average attendance for those organizations interested in relocating is 19.5 people, with a range of 15 to 25.

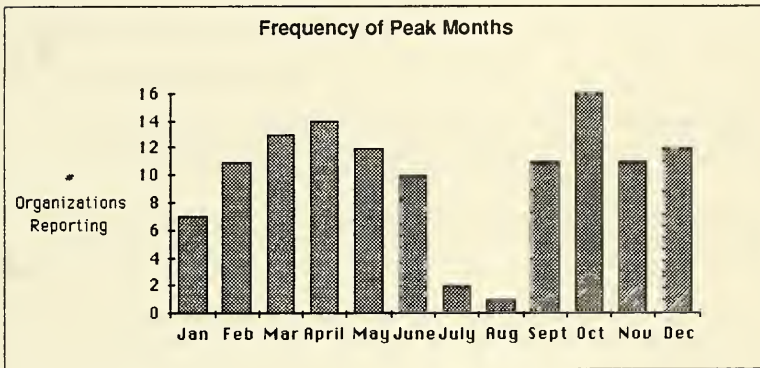
Other Events

Institutions report conducting opening parties and receptions, symposium, portfolio nights, benefit parties, open studios, poetry readings, and services to artists. Four organizations (30.7%) provide 1-5 events per year, 23% provide 6-10 events per year, and only one organization (7.6%) provides 21 or more events per year. The average attendance at one event for all organizations is 66 people (sample size = 5), ranging from 25 to 350. The average attendance reported by those interested in relocating is 158.33 people (sample size = 3).

PEAK PERIODS

Times of the Year

Organizations were asked which months are peak periods: the chart below reports the frequency which each month was selected. It demonstrates that summer is a very low attendance period for most organizations, and that fall and spring are the most active.



Times of the Day

Peak times of day for activities are afternoon (reported by 53% of all organizations), all day (31.5%), and evenings (42%).

Appendix A

IDEAS ABOUT THE MIDTOWN CULTURAL DISTRICT

Three essay questions were posed to collect information about the hopes and fears visual arts organizations have for the Midtown Cultural District, and also to discuss what unique strengths these organizations could offer the District. The following are verbatim transcriptions of responses to these questions.

HOPES FOR THE MIDTOWN CULTURAL DISTRICT

- **Cultural Richness & Diversity**

"That downtown space could be occasionally used to showcase individual artists and group shows from neighborhood arts councils or smaller arts communities like Pearl Street Studios or Pierce Building of Uphams Corner."

"The center should be a lively, rich and diverse place for people to enjoy a variety of artistic endeavors. A focal point for artists of all disciplines to interact with and learn from each other."

"That it feature top quality cultural activity. That it appeal to large and diverse groups of people. That it contribute to the overall cultural life of the city."

"Education and encouragement for audiences to experience different kinds of work."

"A variety of ways presented for Boston artists to showcase diversity."

"That it will bring Bostonians to appreciate art on a more daily basis."

"That it provide a place for teenagers to gather in supervised numbers and encourages them to be creative in a hands-on manner. That small non-profit organizations could sell and advertise their companies and art forms. That indigenous music be a part of the district."

- **Objective & Goals**

"That it become a reality."

"That it be used in the manner for which it is intended."

"That it become an active, viable, professional and cultural area."

"That the usage be both commercial and non-profit, and that the neighboring ethnic community be part of the structure."

"That the citizens and visitors alike may have a safe, attractive setting in which to meet and enjoy the rich cultural offerings of Boston in the 1990s and beyond."

That it become a vital, lively center for all the arts in Boston, inclusive of the visual and other non-performing arts. That it spur on a new decade of growth in the arts community in the 1990s."

- **Location & Community**

"The choice of this area is excellent and centrally located and convenient for diverse groups and neighborhoods."

"To have one area in Boston to house most of the visual and performing arts. I think that we all benefit by being in one area, as far as the public attending our functions."

- **Space & Resources**

"My hope is for a district which offers space, long-term security, support (educational and financial) to serious, professional organizations so that the general public will have the ongoing opportunities to experience quality works of art."

"Space and real support for the full range of Boston-area artists and their work."

"That a good home be found for those entities which do not have one, i.e. ICA, the Arts & Craft Society, Craft Museum, etc."

"Lively streetscape, street-level gallery display space, neighborhood participation (all Boston neighborhoods), museum quality permanent and temporary public art, equitable distribution of trust funds, artists studio space, residences."

"That the resources available are sufficient to greatly stimulate the art community and audience, both for the visual and performing arts."

"That non-profit art associations will be provided with professional level gallery exhibit space with a less than two-year waiting period."

"For our specific organization, that it include discussions on the possibility of either a larger space for (us) to relocate or a satellite space in addition to our present facility."

FEARS REGARDING THE MIDTOWN CULTURAL DISTRICT

• Commercialization

"That commercial considerations will overpower the cultural."

"Becoming too commercialized."

"That money and class and age will be the deciding factors as to who designs and executes the project."

"That it have too much of a commercial emphasis, that the artwork on display or being performed reaches a lower standard rather than bringing in challenging, sometimes difficult to understand contemporary work. (Let's not be a place for arts fairs or festivals.)"

"That commercial success will dictate what is offered to the public."

• Exclusivity

"Our fear is that the visual arts will be dominated on all levels by the "large" art organizations that have a narrow definition of modern art and thus limit the variety and richness of available art."

"That target audience groups find it inaccessible, perceive it as unappealing or uninterested."

"Exclusion of neighborhood arts organizations and activities."

"Expensive, exclusive, inaccessible 'cultural' district."

"That smaller organizations will be overlooked in planning the spaces."

• Artistic and Aesthetic Integrity

"That art will be produced without the necessary collaboration with architects, developers, etc. That the look of the district will be bland and have a nondescript sameness without integrating art into the environment."

"That a consistent ambiance may be lost in a hodge-podge of arts and 'entertainment' activities."

"That it may become 'too cute' and less serious about what the purpose is, and that no one institution become too prominent or try to modify the area to fit its own needs."

"That decisions as to who uses space, and what they present will be politically motivated. That the programming will be conservative, with a fear of risk-taking or controversial art. That newer artists will be excluded due to expense or 'old boy network'."

"That it sounds too good to be true—one still has to deal with politicians who may not understand art and artists."

- **Allocation of Resources**

"That major portion of money go to out-of-state artists instead of promoting Boston-area artists."

"That the resources necessary won't be available and the goods will be subverted to meet economic realities."

"That it will be difficult to manage all the requests for usage and expensive to use."

- **Unmet Expectations**

"No follow-through on satellite district concept."

"That not enough galleries will move to the area to make it worthwhile."

"That it will not be used."

"That it will not happen."

WHAT ORGANIZATIONS COULD OFFER THE MIDTOWN CULTURAL DISTRICT

"The [organization] counts among its members visual artists represented by the finest galleries in Boston, New York and San Francisco. We could mount shows of high professional quality in virtually any medium, including lots of sculptors and 3-D artists who don't get nearly the exposure that painters do."

"A secondary support base from our vantage on [street]."

"We are a pivotal visual arts resource in the Boston area. Our membership is 700. This will bring a large number of artists to the area. We are an advocacy group for artists rights, and we educate through programs and workshops which could be open to the public, giving the public a chance to meet and talk with serious professional artists. We would also like to act as a conduit for minority artists offering shows and programs. We would also like to increase our minority membership. We could also act as a conduit for interfacing with other disciplines."

"It would be interesting to develop a space so that several of the outlying art museums could do programming in downtown, both to promote out-of-Boston viewing but also to add to the artistic mix."

"Possibly a permanent, on-going exhibit and/or information facility on Boston artists, i.e. what they do, and where their work may be found."

"An anchor (gallery)."

"Visual artists to work with designers, revolving gallery displays, advocacy, lectures, organizational capabilities."

"Art forms that include theatre, chorus singing, drumming, and African-American cultural perspective."

"A strong organization of artists from the Boston area. We have supported for over 13 years the ongoing process of making visual arts available to the public."

"A production facility for video."

"An artist-run organization producing and presenting experimental work in performance and installation, as well as other media."

I am a visual artist and also a promoter/presenter of performance events."

"Loan exhibitions developed at [institution]."

"A yearly exhibit and lecture series."

"New England's only center for the photographic arts and one of just a handful in the country, attracting audiences from a broad and large group of citizens interested in and involved with the photographic arts. An outstanding reputation for presenting quality work."

"An alternative space to the commercial gallery."

"As a community-based gallery for visual and performing artists, we could organize and contribute to displays, festivals, as well as rent facilities for special events."

Appendix B

ORGANIZATIONS CONSIDERING RELOCATION TO MIDTOWN CULTURAL DISTRICT

The following space requirements are presented exactly as answered by responding organizations. To maintain confidentiality, organizations are listed by type rather than by name.

Questions on affordability produced erratic and confusing answers, and when needed, follow-up phone calls were made regarding answers to correct assumptions and make data conform to reasonable market rates and operating budget amounts.

ORGANIZATIONS WHICH ANSWERED "YES" TO CONSIDERING RELOCATION:

Gallery/Performance Group A—

Non-Profit

Office Space	500 sq. ft.
Flexible exhibition space	2,000 to 3,000 sq. ft.
Storage space	500 sq. ft.
Performance Space	2,000 to 3,000 sq. ft.
Meeting space (classrooms, etc.)	600 sq. ft.
Tech room	250 sq. ft.
Requires a freight elevator	100 sq. ft.
Ceiling Height:	16 feet
Type of Lighting:	Stage lighting with dimmers
Type of Flooring:	Hardwood
Hanging Systems:	Nails in wall, ceiling suspension, but no railing or molding hanging
Audio/visual equipment:	Video, sound systems
Will be moving heavy equipment.	
Affordability:	\$1.00 to \$2.00 /sq. ft. per year long-term lease \$50.00/sq. foot to purchase

Gallery B**Non-Profit**

Office Space	500 sq. ft.
Flexible exhibition space	2,100 sq. ft.
Storage space	500 sq. ft.
Studio Space	1,200 sq. ft.
Dressing room space	200
Other:	Bathroom
Ceiling Height:	12 to 18 feet
Type of Lighting:	Tungsten
Type of Flooring:	Concrete
Type of Walls:	Sound-treated
Hanging Systems:	Nails in wall, ceiling suspension, and railing or molding hanging
Audio/visual equipment:	Full video studio & post-production
Will be moving heavy equipment.	
Other:	Air conditioning, sound isolation
Affordability:	\$2.00 /sq. ft. per year long-term lease \$170,000 total to purchase

Gallery C**Commercial**

Office Space	
Flexible exhibition space	Total 4,000 square feet
Storage space	
Requires a large freight elevator	
Ceiling Height:	At least 12 feet in one area, otherwise 9 feet
Type of Lighting:	Track
Type of Flooring:	At least 100 lbs/sq.ft. weight bearing
Type of Walls:	Sound-treated
Hanging Systems:	Nails in wall
Will not be moving heavy equipment.	
Affordability:	\$2/sq. ft. per year for long-term lease \$7.00 per sq. ft. to purchase

Gallery D

Non-Profit

Office Space	300 sq. ft.
Fixed-wall exhibition space	900 sq. ft.
Wall space	150 running feet
Storage space	250 sq. ft.

Requires a freight elevator

Ceiling Height:	12 feet
Type of Lighting:	Track/flood
Type of Flooring:	Hardwood
Type of Walls:	Sheet rock
Hanging Systems:	Nails in wall, ceiling suspension, bu no railing or molding hanging

Will be moving heavy equipment.

Affordability:	\$1.00/sq. ft. per year long-term lease (\$1,000 to \$1,500 per month rent)
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Gallery E

Non-profit

Office Space	600 sq. ft.
Fixed-wall exhibition space	2,000 sq. ft.
Flexible exhibition space	1,000 sq. ft.
Wall space	42 running feet
Storage space	1,000 sq. ft.
Meeting space (classrooms, etc.)	600 sq. ft.
Studio space	1,500 sq. ft.

Requires a freight elevator

Ceiling Height:	15 feet
Type of Lighting:	Track
Type of Flooring:	Hardwood
Hanging Systems:	Nails in wall, no railing or molding hanging, and no ceiling suspension

Will not be moving heavy equipment.

Affordability:	\$18.00/sq. ft. per year long-term lease \$25.00/sq. ft. per year for temporary use \$80.00/sq. foot to purchase
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Gallery F

Commercial

Office Space	1,000 sq. ft.
Fixed-wall exhibition space	2,000 sq. ft.
Storage space	1,000 sq. ft.
Requires a freight elevator	48 sq. ft.
Ceiling Height:	12 feet
Hanging Systems:	Nails in wall, no railing or molding hanging, and no ceiling suspension
Will not be moving heavy equipment.	
Affordability:	\$25.00/sq. ft. per year long-term lease \$30.00/sq. foot to purchase

Art School

Non-Profit

Office Space	7,000 to 10,000 sq. ft.
Fixed-wall exhibition space	4,000 to 6,000 sq. ft.
Flexible exhibition space	2,000 sq. ft.
Wall space	300 running feet
Storage space	5,000 sq. ft.
Educational Facilities (classrooms)	10,000 sq. ft.
Educational Facilities (studios)	30,000 sq. ft.
Ceiling Height:	12 to 15 feet
Type of Lighting:	Varied
Type of flooring:	Concrete
Hanging Systems:	Nails in wall, railing or molding hanging, and directly from ceiling
Audio/visual equipment:	Complete video production studios
Will not be moving heavy equipment.	
Affordability:	\$7.00 to \$10.00 /sq. ft. per year long- term lease \$80.00/sq. foot to purchase

Artists Group A

Non-profit

Office Space	1,200 sq. ft. for video center, resource center, slide registry, receptionist, office, computer center
Fixed-Wall Exhibition space	2,000 sq. ft for multi-purpose meetings, events, interaction with other arts organizations
Flexible exhibition space	200 sq. ft.
Wall space	400 running feet
Storage space	350 sq. ft.
Meeting space	2,000 sq. ft. for space for up to 400 people
Will require a freight elevator	w/ 2,000 lb capacity
Ceiling Height:	12 ft.
Type of lighting:	track lighting
Type of flooring:	Hardwood w/ 500/sq foot weight-bearing
Type of walls:	White, sheet rock
Hanging Systems:	Nails allowed in walls, hanging directly from ceiling but no railing hanging.
Audio/visual equipment:	slide projector, video
Will be moving heavy equipment	
Other:	Space for an outside banner, or street-level window
Affordability:	\$5.00 per year per sq. ft for long-term lease Could not afford to purchase

Museum

Non-profit

Office Space	18,000 sq. ft.
Fixed-wall exhibition space	17,000 sq. ft.
Flexible exhibition space	18,000 sq. ft.
Storage space	20,000 sq. ft.
Performance space	15,000 sq. ft.
Meeting space (classrooms, boardroom)	5,000 sq. ft.
Dressing room space	2,000 sq. ft.
Retail and restaurant space	9,000 sq. ft.
Requires 300 sq. ft. freight elevator	
Ceiling Height (galleries)	15-16 ft.
Type of lighting:	unobtrusive, flexible
Type of flooring:	sprung, carpeted or hardwood, 280 lbs/sq.ft.
Hanging systems:	Nails in wall, railing or molding hanging, and directly from ceiling
Audio/visual equipment:	Video, film, sound (in theater and galleries)
Will be moving heavy equipment in and out	
Other:	Requires handicapped access
Affordability:	\$0.50 - \$5.00/sq. ft. per year long-term lease \$1.00 /sq. ft per month for temporary use. \$132 to \$250/sq. foot to purchase (assuming high finish)

**ORGANIZATIONS WHICH ANSWERED "MAYBE"
TO CONSIDERING RELOCATION:**

Gallery/Performance Group G—

Non-Profit

Office space	300 sq. ft.
Fixed-wall exhibition space	480 sq. ft.
Storage space	144 sq. ft.
Performance space	500 sq. ft.
Meeting space (classrooms, etc.)	350 sq. ft.
Studio space	300 sq. ft.
Dressing rooms	300 sq. ft.
Kitchen	
Ceiling Height:	10 feet
Type of Lighting:	Recessed, track, theatrical
Type of Flooring:	Hardwood
Type of Walls:	Plastered
Hanging Systems:	Nails in wall, ceiling suspension, railing or molding hanging
Audio/visual equipment:	Slide projector, VCR, overhead
Will not be moving heavy equipment.	
Affordability:	\$0.50 /sq. ft. per year long-term lease

Gallery H

Non-Profit

Fixed-wall exhibition space	2,000 sq. ft.
Type of Walls:	At least 12 ft. in length
Hanging Systems:	Nails in wall
Will not be moving heavy equipment.	
Affordability:	N/A

Gallery I

Non-Profit

Office Space	1,700 to 2,000 sq. ft.
Fixed-wall exhibition space	3,500 to 5,000 sq. ft.
Flexible exhibition space	1,500 to 2,000 sq. ft.
Wall space	5,000 running feet
Storage space	1,000 sq. ft.
Meeting space (classrooms, etc.)	600 sq. ft.
Studio space	1,500 sq. ft.
Requires a freight elevator	250 sq. ft.
Ceiling Height:	12 to 15 feet
Type of Lighting:	Track
Type of Flooring:	Carpet, linoleum
Type of Walls:	Double thickness
Hanging Systems:	Nails in wall, ceiling suspension, but no railing or molding hanging
Audio/visual equipment:	Slide projectors
Will not be moving heavy equipment.	
Affordability:	\$3.50/sq. ft. per month for long-term lease
	\$3.50/sq. ft. per month for temporary use
\$10.00/sq. foot to purchase	

Artists Group B

Non-Profit

Office Space	1,000 sq. ft.
Fixed-Wall Exhibition space	2,000 sq. ft.
Flexible exhibition space	2,000 sq. ft.
Storage space	300 sq. ft.
Studio space	1,500 sq. ft./ studio (residencies)
Will require a freight elevator	8'x12'
Type of lighting:	varies, different for gallery and studios
Type of flooring:	varies
Type of walls:	varies
Hanging Systems:	Nails allowed in walls, railing or molding hanging but no hanging directly from ceiling
Audio/visual equipment:	slide projector
Will not be moving heavy equipment	
Affordability:	\$6.00 per month per sq. ft for long-term lease
	\$10.00 per month per square ft. for temporary use
	\$50 per square ft. to purchase

Appendix C

VISUAL ARTS ORGANIZATIONS WHICH RECEIVED SURVEY

AAMARP-Northeastern University	Harriet Tubman Gallery
Alpha Gallery	Harris Gallery
Artists Foundation	Home, Inc.
Art Institute of Boston	I.B.A. Cultural Program
Artists Tenants of the South End	The Institute of Contemporary Art
Arts in Progress, Inc.	International Center for 8mm Film & Video
Asian American Resource Workshop	Isabella Stewart Gardner Museum
Boston Access & Programming	Jamaica Plain Arts Council
Boston Afro-American Artists	Japan Society of Boston
Boston Arts Magazine	Jewett Art Center, Wellesley College
Boston Center for the Arts	Kingston Gallery
Boston Film & Video Foundation	Krakow Gallery
Boston Public Library	List Visual Arts Center, MIT
Boston University Art Gallery	Massachusetts Art Foundation, Inc.
Boston Visionary Cell, Inc.	Massachusetts College of Art
Boston Visual Artists Union	Metropolis Gallery
The Brockton Art Museum	Middle Passages
Bromfield Gallery	Mobius
Cambridge Art Association	Multicultural Project
Cardinal Cushing Hospital	Museum of Design
Center for Creative Arts Therapies	Museum of Fine Arts
Children's Art Center	National Center for Afro-American Artists
Chinese Culture Institute	Neighborhood Arts Center
City Mission Society	New Beginnings Gallery
Claflin School Studio	Newton Art Center
Concord Art Association	Nordest Gallery
Coop Artists Institute	O.A.R.S. Art Video
Cooper Community Center	Oasis Art Gallery
Copley Society of Boston	Paige Academy/Black Ghetto Theatre
Cultural Education Collaborative	Photographic Resource Center
Danforth Museum of Art	Piano Craft Gallery
DeCordova and Dana Museum	The Revolving Museum
Dorchester Art Council	Rose Art Museum, Brandeis University
Dorchester House Multi-Services	Thomas Segal Gallery
Elma Lewis School of Fine Arts	The Space
F.I.R.S.T., Inc.	Society of Arts and Crafts
Femme Core	Spanish Cultural Institute of New England, Inc.
Fenway Arts Council	Turzman Gallery, Simmons College
First Night, Inc.	United South End Settlements
Fogg Art Museums	Very Special Arts
Fort Point Arts Community, Inc.	Villa Victoria Cultural Center
French Public Library	Wendell Street Gallery
Friends of Boston Art	
Gallery Eleven, Tufts University	
Gallery NAGA	
Gallery Nature & Temptation, Kaji Art Studio	
Grossman Gallery, Boston Museum School	
Harcus Gallery	

Appendix D

SURVEY QUESTIONNAIRE

Visual Arts Organizations Survey on *THE MIDTOWN CULTURAL DISTRICT*

Along with the performing arts, the visual arts will have an important presence in the Midtown Cultural District, with galleries, art exhibition space, museums, and permanent and revolving temporary art installations in public spaces, etc. Possible new visual arts facilities include a satellite museum, membership galleries, commercial galleries, a theater for performance art, a non-profit experimental film/video cinema with screening room, and other facilities as identified by the Midtown Cultural District citizens task force.

This study assumes that these facilities will be used by non-profit and commercial arts organizations, independent artists, and community organizations. It assumes that these facilities will have a variable-rate rent structure (reduced rates for non-profit, and standard rates for commercial users), and subsidization for some users may also be included. Participating organizations will operate independently, or in some cases, may be presented or programmed by the Midtown Cultural District Trust, a separate non-profit entity created to operate and manage arts facilities.

*The following questionnaire will help determine the **kinds** of potential tenants and potential **uses** by visual arts organizations. This survey's information is confidential: it will be compiled by The Institute of Contemporary Art for the City of Boston, to produce a report summarizing general needs and concerns of the visual arts community. regarding the Midtown Cultural District. The questionnaire is deliberately anonymous: you are not required to tell us who you are. The information you provide will be used by City planners responsible for the development in the Midtown Cultural District.*

Not all questions may apply to you. Please answer where appropriate.

YOUR IDEAS ABOUT THE MIDTOWN CULTURAL DISTRICT:

1. How important to you are the following possible activities or attributes in the Midtown Cultural District? Please rank each one. (1 = Very Important 5 = Not Important)

1 2 3 4 5	Permanent public art installations	1 2 3 4 5	Juried arts festivals
1 2 3 4 5	Temporary and/or revolving public art installations	1 2 3 4 5	Non-juried arts festivals
1 2 3 4 5	Sidewalk exhibits/sales	1 2 3 4 5	Outreach to neighborhoods, and to minority and ethnic communities
1 2 3 4 5	Presence of "major", large visual arts institutions	1 2 3 4 5	Presence of smaller, community-based institutions
1 2 3 4 5	Juried display windows for art in theater lobbies, along sidewalks	1 2 3 4 5	Juried temporary exhibits
1 2 3 4 5	Non-juried display windows	1 2 3 4 5	Non-juried temporary exhibits
1 2 3 4 5	Rentable display windows for art	1 2 3 4 5	Commercial galleries
1 2 3 4 5	Spaces for performance artists	1 2 3 4 5	Non-profit galleries
1 2 3 4 5	Public arts education activities	1 2 3 4 5	Artists included in design/architectural development of District
1 2 3 4 5	Multicultural programming from diverse ethnic and racial groups	1 2 3 4 5	Architectural ornamentation as art (murals, doors, ticket booths, etc.)
1 2 3 4 5	Street furnishings as art (street lamps, sidewalks, benches, etc.)	1 2 3 4 5	Other: _____

2. What are your hopes for the Midtown Cultural District? *(You may want to answer the rest of the questionnaire and then return to this and the next two questions. If you need more space, please attach additional pages.)*
3. What are your fears regarding the Midtown Cultural District?
4. What could your organization offer the Midtown Cultural District?

YOUR POSSIBLE USE OF THE MIDTOWN CULTURAL DISTRICT

5. How frequently would you probably use space/facilities in the District:

- ☐ (a) constantly--full-time tenant
 ☐ (c) monthly
 ☐ (e) rarely
☐ (b) weekly
 ☐ (d) several times a year
 ☐ (f) never

6. If affordable space were available, would you consider **relocating** to the District?

- ☐ (a) Yes
 ☐ (b) No
 ☐ (c) it depends (on what? _____)

7. If available, would you use **gallery** or **performance/screening space** in the District?

- ☐ (a) Yes
 ☐ (b) No

8. If available, would you use **office space** in the District?

- ☐ (a) Yes
 ☐ (b) No

9. Would you use outdoor or other **public areas** in the District?

- ☐ (a) Yes
 ☐ (b) No

If Yes, in what way? _____

10. To provide for maximum success for your type of activity, what kind of space do you need? If you had access to **ideal space**, what would it be? Please be as **specific** about the following technical data as possible. Be **realistic** about your requirements as they actually fit your projected needs.

Type of Space	Amount/Sq.Ft.	Description
Office space	_____	
Fixed-wall exhibition space	_____	
Flexible exhibition space	_____	
Wall space--running feet	_____	
Storage space	_____	
Performance space	_____	
Meeting space (auditorium,classrooms, etc.)	_____	
Studio space	_____	
Dressing room space	_____	
Other _____(describe)	_____	
Freight Elevator:	_____	
Ceiling Height	_____	
Type of lighting:		_____
Type of flooring:		_____
If you have weight-bearing requirements, what are they?		_____
Type of walls:		_____
Hanging systems:		
Nails allowed in walls?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Railing or molding hanging?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Directly from ceiling?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
What audio/visual equipment would you use?	_____	
Would you move heavy equipment in and out?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Other needs/wishes?	_____	

11. How much could you realistically pay per square foot per month to rent your ideal space (as described above)? \$_____ for long-term lease

\$_____ for temporary use (assume monthly rate)

12. How much could you realistically pay per square foot to purchase your ideal space? \$_____

13. If a pool of services and/or equipment were made available by the Cultural District Trust for use by organizations, what services you would want and what would you be willing to pay a reasonable fee for? Please rank each one. (1 = Highly Desirable 5 = Not Important)

Would Pay fee:

1 2 3 4 5 Advertising and promotion ___ Yes ___ No

1 2 3 4 5 Basic installation/house crew ___ Yes ___ No

1 2 3 4 5 Basic lighting, sound equipment ___ Yes ___ No

1 2 3 4 5 Maintenance crew ___ Yes ___ No

1 2 3 4 5 Accounting/legal services ___ Yes ___ No

1 2 3 4 5 Secretarial/answering service ___ Yes ___ No

1 2 3 4 5 Box office ___ Yes ___ No

1 2 3 4 5 Security ___ Yes ___ No

1 2 3 4 5 Other _____ ___ Yes ___ No

ORGANIZATIONAL DESCRIPTION: *It will help us to know who you are, what your activities are, how large you are, and what kind of space you currently use.*

14. Are you a 501(c)3 **non-profit** organization? ___ (a) yes ___ (b) no
15. What is your organization's **primary** and/or **secondary type of activity**? Check whatever applies.

Primary
Activity

Secondary
Activity

- ___ (a) Exhibitions/gallery
- ___ (b) Film/video screening or performance
- ___ (c) Service
- ___ (c) Education
- ___ (d) Studio
- ___ (e) Other _____ (describe)

16. What **media** or **discipline** do you primarily present or serve?

- ___ (a) Visual Arts (painting, sculpture, graphics, experimental)
- ___ (b) Design Arts (architecture, graphic, industrial, landscape architecture)
- ___ (c) Crafts (clay, fiber, glass, leather, metal, paper, plastic, wood, mixed media)
- ___ (d) Media Arts (photography, film, video, audio)
- ___ (e) Performance Art/Interdisciplinary

17. How else would you describe your organization?

18. **Where** is your organization located? _____ Neighborhood _____ Zip Code

19. How many **artists** do you represent/serve in a year?

- ___ (a) 6 or less ___ (c) 12 to 24 ___ (e) 100 to 999
- ___ (b) 7 to 12 ___ (d) 25 to 99 ___ (f) 1,000+

20. How many of these are: (don't overlap categories)

- ___ (#) from Boston proper ___ (#) from New England (excluding Mass.)
- ___ (#) from the Greater Boston area ___ (#) from outside New England?
- ___ (#) from Massachusetts (outside of Boston area)

21. Do you serve particular ethnic or minority communities? If yes, what are they?

- ___ (a) Asian ___ (b) Black ___ (c) Hispanic ___ (d) Other _____

22. How many **years** has your organization been in operation? _____ (#)

23. How many **years** have you been in your **current space**? _____ (#)

24. Is your space occupied and used **legally** as zoned? (Reminder: this questionnaire is confidential)

- ___ (a) yes ___ (b) no ___ (c) NA

25. How many people work at your organization?

___ Number of full-time paid staff ___ full-time volunteer staff
___ Number of part-time paid staff ___ part-time volunteer staff

26. How large is your current annual operating budget? \$ _____

27. As of your last balance sheet, what were your total assets? \$ _____

28. As of your last balance sheet, what were your total liabilities? \$ _____

29. On average, how much do you spend per month:

\$ _____ in rent/mortgage payments \$ _____ for utilities (heat, light, AR)
\$ _____ for insurance \$ _____ for maintenance?

If audience is applicable, please answer the following:

30. What was your total audience for your most recent full fiscal year?

___ (a) 500 or less ___ (d) 2,000-3,999 ___ (g) 10,000-24,999
___ (b) 500-999 ___ (e) 3,500-4,999 ___ (h) 25,000+
___ (c) 1,000-1,999 ___ (f) 5,000-9,999 ___ (i) NA

31. What is your average number of exhibits per year?

___ (a) 1-5 ___ (c) 11-15 ___ (e) 21 or more
___ (b) 6-10 ___ (d) 16-20 ___ (f) NA

What is the average attendance at one exhibit? (#) _____

32. What is your average number of screenings/performances per year?

___ (a) 1-5 ___ (c) 11-15 ___ (e) 21 or more
___ (b) 6-10 ___ (d) 16-20 ___ (f) NA

What is the average attendance at one screening/performance? (#) _____

33. What is your average number of gallery talks/lectures per year?

___ (a) 1-5 ___ (c) 11-15 ___ (e) 21 or more
___ (b) 6-10 ___ (d) 16-20 ___ (f) NA

What is the average attendance at one talk/lecture? (#) _____

34. What is your average number of workshops/courses per year?

___ (a) 1-5 ___ (c) 11-15 ___ (e) 21 or more
___ (b) 6-10 ___ (d) 16-20 ___ (f) NA

What is the average attendance at one workshop/course? (#) _____

35. What is the average number of other events per year?

___ (a) 1-5 ___ (c) 11-15 ___ (e) 21 or more
___ (b) 6-10 ___ (d) 16-20 ___ (f) NA

What is the average attendance at one event? (#) _____

Describe the kinds of events _____

36. What are the approximate peak time(s) of year for your activities? (Circle months which apply.)

Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec

37. What are the peak time(s) of day for your activities (*Check as many as apply*)

☐ (a) morning

☐ (c) all day

☐ (e) late evenings

☐ (b) afternoon

☐ (d) evenings

38. Please describe your current primary space. How large is it? What is it used for?: _____

Type of Space	Amount/Square Feet	Description
Office space	_____	
Fixed-wall exhibition space	_____	
Flexible exhibition space	_____	
Wall space--running feet	_____	
Storage space	_____	
Performance space	_____	
Meeting space (auditorium, classrooms, etc.)	_____	
Studio space	_____	
Dressing room space	_____	
Other _____ (describe)	_____	

39. Is your current space: ☐ (a) Owned by you? ☐ (c) Used free ☐ (e) NA

☐ (b) Rented or leased? ☐ (d) Other

40. Are you the sole occupant of your space? ☐ (a) Yes ☐ (b) No

If No, with what kind of organization do you share it? _____

41. Are you actively looking for new space? ☐ (a) Yes ☐ (b) No

If Yes, are you considering relocating outside of Boston? ☐ (c) Yes ☐ (d) No

42. How satisfied are you with your current space? 1 2 3 4 5

(1 = Very Satisfied 5 = Very Dissatisfied)

NOTE: THIS PAGE WILL BE SEPARATED FROM YOUR COMPLETED QUESTIONNAIRE PRIOR TO PROCESSING TO INSURE CONFIDENTIALITY.

If you would like to be on a mailing list to receive further information about the Midtown Cultural District, please complete the following:

Contact Person:

Name of Organization:

Address:

Phone:

Would you be willing to participate in a group or individual interview about the Midtown Cultural District?
☐ Yes ☐ No

Return to:
Visual Arts Organizations Survey
The Institute of Contemporary Art
955 Boylston Street
Boston, MA 02115

CBD
B65R
1989

AUTHOR		NEEDS ASSESMENT:	
TITLE		VISUAL ARTS ORGANIZATION	
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